

Sponsorship Opportunities

Sponsoring the China World Congress

The WAF vision, “to empower agriculture to feed every man, woman and child on earth,” is translated through its mission to serve as a catalyst for developing action plans that meet the growing need for food, water, fiber and fuel, in a sustainable manner. Building on the success of the 2009 World Congress, the World Agricultural Forum will bring high-level decision makers together for the 2010 China World Congress on July 1-2, 2010.

Benefits of Sponsorship

Attend the China World Congress

You will receive an invitation(s) to attend and participate in Congress discussions and presentations by leading agricultural authorities from across the globe on issues that are currently affecting investments in agriculture internationally.

Enhance Dialogue with World Agricultural Leaders

While attending the event, you will have access to leaders in the agricultural industry, from higher education academia, the private sector, foundations, and non-governmental organizations. By convening the decision makers from each of these groups on an equal platform, discussions are stimulated and action plans are created to confront global and regional issues that propose solutions through investments in agriculture.

Share Information

Your organization will be invited to participate in discussions at the World Congress. Whether part of the formal agenda or impromptu sidebar, you will have the opportunity to converse with Congress participants in your field of expertise or newly created contacts with common interests.

Building Brand Awareness

Promote the image of your brand and the image of your senior leadership among professional peers, international media and Congress participants.

Networking

Establish connections with members of the agricultural community through meetings and conferences – both formal and informal. Foster new relationships and strengthen existing ones.

International Visibility

The Congress will provide you with a neutral and open platform to communicate your messages to a gathering of international media. As a sponsor, your organization will have the opportunity to gain international media coverage.

Sponsorship Acknowledgements

Sponsorship packages include speaking opportunities, specific recognition at targeted events, signage during the Congress, and acknowledgement in event and take-away materials.

Becoming a Sponsor

- By becoming a sponsor, your business will gain industry exposure demonstrating your commitment to providing sustainable solutions to feeding the world's growing population while conserving natural resources.
- You will have the opportunity to interact with an impressive group of attendees, including former Prime Ministers, CEO's, NGOs and Academics responsible for setting priorities in agribusiness policy-making and investments in agriculture throughout the world. This will forge new alliances and relationships to help build connectivity between corporations, political figures, and educators. This alignment will create synergies that are more powerful and effective than individual efforts.
- This connectivity will help mold the initiatives, drive the vision of the World Agricultural Forum, and to monitor results. These results will then be passed through Congresses and Forums to build on prior resolutions.

If you or your company are interested in learning more about the benefits of sponsorship opportunities, please contact us at:

Email: ekueser@worldagforum.org

Telephone: +1 314 567 9600

Sponsorship Levels and Entitlements

Diamond Sponsorship: US\$ 50,000

- Three (3) Sponsorships Available
- Exclusive Sponsorship of Networking Reception (6/30), Gala Reception (7/1), or Chairman's Reception (7/2)
- Opportunity to Select a Speaker or Participant for a Roundtable Discussion
- Three (3) complimentary registrations to the World Congress
- Complimentary 10x10 booth space in the exhibition area
- Name and logo on all congress materials
- Opportunity to submit an article for the WAF President's Quarterly eNewsletter
- Free logo on Forum Page of www.worldagforum.org with link to your website

Platinum Sponsorship: US\$ 25,000

- Four (4) Sponsorships Available
- Opportunity to Select a Speaker or Participant for a Roundtable Discussion
- Sponsorship of Specific Roundtable: Day 1 Roundtable Sponsor OR Branding of One Congress Breakfast or Lunch
- Two (2) complimentary registrations to the World Congress
- Complimentary 10x10 booth space in the exhibition area
- Name and logo on all congress materials
- Opportunity to submit an article for the WAF President's Quarterly eNewsletter
- Free logo on Forum Page of www.worldagforum.org with link to your website

Gold Sponsorship: US\$ 15,000

- Eight (8) Sponsorships Available
- Sponsorship of Specific Roundtable: Day 2 Roundtable Sponsor
- One (1) complimentary registration to the World Congress
- Complimentary 10x10 booth space in the exhibition area
- Name and logo on all congress materials
- Free logo on Forum Page of www.worldagforum.org with link to your website

Silver Sponsorship: US\$ 10,000

- Five (5) Sponsorships Available
- Name and logo on all Congress materials
- Free logo on Forum Page of www.worldagforum.org with link to your website

	Diamond Sponsorship	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship
Sponsorship Fee	\$50,000	\$25,000	\$15,000	\$10,000
Sponsorships Available	3	4	8	5
Speaker and Leader of group discussion	Yes	Yes	No	No
Corporate Branding	Exclusive Sponsorship of Networking Reception (6/30), Gala Reception (7/1), or Chairman's Reception (7/2)	Sponsorship of Specific Roundtable: Day 1 Roundtable Sponsor	Sponsorship of Specific Roundtable: Day 2 Roundtable Sponsorship or Branding of One Congress Breakfast or Lunch	Name and Logo on all Congress materials
Number of Complimentary Registrations at Congress	4	3	2	None
10 x 10 Booth at the 2010 China World Congress	Yes	Yes	Yes	No
Name and Logo on all Congress Materials	Yes	Yes	Yes	Yes
Submission of Article for the WAF President's Quarterly eNewsletter	Yes	Yes	No	No
Link and Logo on WAF Website	Yes	Yes	Yes	Yes

Sponsorship Contract

The Sponsorship Contract for the 2010 China World Congress is a binding contract as the sponsor agrees to the sponsorship policies set forth in this contract. The undersigned sponsor does hereby request sponsorship of the China World Congress, scheduled July 1-2, 2010. The individual signing this agreement warrants that he/she has the authority to contractually bind the organization contracting for the sponsorship. Please email this form to Erin Kueser, ekueser@worldagforum.org, alternatively, fax it to +1 314.567.9603.

Sponsoring Company	
Primary Contact	Title
Organization Name	
Mailing Address	City/State
Zip/ Postal Code	Country
Telephone	Facsimile
Email	URL Address

Please indicate the sponsorship level:

Sponsorship Opportunities		
Diamond	USD 50,000	<input type="checkbox"/>
Platinum	USD 25,000	<input type="checkbox"/>
Gold	USD 15,000	<input type="checkbox"/>
Silver	USD 10,000	<input type="checkbox"/>

I hereby submit this contract for sponsorship opportunities for the China World Congress and agree to abide by the policies and procedures as outlined in the contract.		
Authorized Representative	Date	
World Agricultural Forum Representative	Date	

Payment by Bank Transfer	
Financial Institution	US Bank
Bank Routing Number	81000210
Swift Code	USBKUS44IMT
Account Number	152309772555

For more details, contact: Erin Kueser, ekueser@worldagforum.org, +1 314 576 9600

Upon receipt of a signed Sponsorship Contract and required deposit, the World Agricultural Forum will send the sponsor a Confirmation Notice for Sponsorship. No confirmation will be sent and no sponsorship will be acknowledged or promoted until the sponsor has submitted the Sponsorship Contract and required deposit.

Payment is accepted in US dollars only. World Agricultural Forum accepts credit cards, checks, and wire transfers (bank transfer).